

OUR LEADERSHIP DEVELOPMENT & COACHING PROCESS

OUR LEADERSHIP DEVELOPMENT & COACHING PHILOSOPHY

As coaches, we have found there is one critical foundational element that always needs to be addressed and developed in order for an individual to sustain current and/or incorporate new communication strategies, processes, and behaviors: *internal urgency*.

All individuals have unique and authentic communication styles that are, in part, rooted in habit. This means that they show up for most/all communication situations and venues (formal, informal, one-on-one, small/large group, face-to-face, over the phone, virtual) depending on the habitual skills they have developed over time. Habitual skill-sets typically consist of communication strategies, processes and behaviors (proven or assumed) that convey how an individual would like to be perceived and valued, along with those strategies, processes and behaviors that could be preventing or injuring correct perceptions and value.

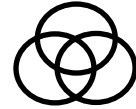
It has been our experience that without developing this sense of *internal urgency*, at the start of requested or self-imposed development, the chances of sustaining new communication strategies, processes and behaviors are at risk (i.e. – *telling* an leader they need to pause (change the habit) during a coaching session may stick for a while but over the long term will most likely slip from their radar screen vs. *asking* the leader how they would like to be perceived (internal urgency) and connecting that skill to how it will impact long term perception).

Based on this experience, we believe our responsibility then, as coaches, is first and foremost to provide coaching that helps our clients move from a place of only habit (conscious incompetence) to intentional bandwidth (conscious competence).

This is not accomplished by us telling them what we think they should do differently, but rather, by providing them with ways that will increase their intentional awareness and urgency towards:

- the “good” habits already in place (often taken for granted and not leveraged effectively)
- the habits that may be preventing accurate demonstration and perceptions
- the bandwidth of skill-sets yet uncovered

Once internal urgency has been established, the work of changing or enhancing our client’s communication strategies, processes and behaviors becomes inherently more effective, sustainable and results based.



OUR LEADERSHIP DEVELOPMENT & COACHING METHODOLOGY

The Complete Approach® Methodology is an integrated, global and immediately applicable methodology comprised of four communication components:

- **Foundation** – helps individuals identify, define and demonstrate their authentic brand & instills key strategic communication principles that support all manner of communication situations, venues and channels
- **Develop** – provides individuals with easily applied audience-focused strategies, processes and tools that can be used during the preparation stage of any communication
- **Execute** – provides individuals with specific coaching, rooted in internal urgency, that quickly enhances, improves or creates additional presence and correct perceptions
- **Sustain** – provides individuals with strategies for stimulating and/or managing interaction during or after any communication situation

Each leader's specific development needs (i.e. demonstrating their leadership brand, creating audience focused messages, fortifying leadership presence, creating engagement and contribution) dictate how and what percentage of the methodology is provided.

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This kind of leadership coaching only works if our clients feel we are the “right fit” for them. A strong, trusting and comfortable relationship is tantamount to their success. So the first step in our coaching process is making sure there is a mutual connection.

Next is understanding that every leader we work with has specific needs and requests, so how we work with them differs from leader to leader. Their needs can run the gambit – with some leaders asking us to “shadow” them in an effort to gain a complete understanding of how they prepare for and deliver their communications with the intent of enhancing their communication toolkit, while others ask that we help them prepare for specific presentations, keynotes or media events to ensure a homerun – and everything in between.

And of course, there are times when the leader has not requested our support but rather has been “gently persuaded”, though external urgency, that coaching would be in their best interest. When this is the case, it becomes all the more important that we “earn the right” to support them.

How often we meet with a client, what we work on, how we schedule our time together and how we measure success varies from leader to leader and is determined at the onset and throughout our coaching relationship.